

The Grocer

Focus On: Adult Soft Drinks

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Just a few years ago, adult soft drinks often mimicked booze by offering sophisticated flavours and packaging – to allow people to eschew alcohol at social occasions without feeling excluded. Nowadays, however, temperate drinking is dominated by the low & no category.

- So, where does that leave adult soft drinks?
- How have adult soft drinks evolved amid the rise of the low & no market?

Staking out turf

- What is an adult soft drink these days? Which brands exemplify the category.
- To what extent do adult soft drinks compete with low & no beverages?
- Who are the established players in this category – and who are the challengers?
- Which types of adult soft drinks have done particularly well in the last year – and why? What trends do they tap?
- How do prices compare with other soft drinks – and with low & no options?

Rebrands and reformulations

- Have any products been reformulated or rebranded in the past year – and if so, why?
- How important is health for adult soft drink consumers? And how is it expected to shape the future of the category?
- What other consumer needs are likely to be met in the coming year?

Innovation

- We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.